



Yukon's Best Main Street honored at state awards banquet

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By Conrad Dudderar, News Editor

An inaugural Yukon's Best Main Street activity was named a "Crowning Achievement" while a longtime Yukon civic leader was honored as "Board Member of the Year" during an Oklahoma Main Street awards banquet.



This group representing Yukon's Best Main Street program attends the 26th annual Oklahoma Main Street Program awards banquet on May 5 at the National Cowboy & Western Heritage Museum in Oklahoma City: From left, Amy Phillips, Cherie Logan, Terry Martin, Kathy Cacini, Sherry Poage, and Rick Cacini. Yukon's Best Main Street program earned a "Crowning Achievement" award for its "Small Shop Saturday" event and Logan was recognized as "Board Member of the Year."

A contingent of Yukon's Best Main Street supporters attended the 26th annual banquet on May 5 at the National Cowboy and Western Heritage Museum in Oklahoma City.

Yukon's Main Street revitalization effort began in 2014 and is headed by director Pam Shelton. Yukon is among 36 active communities in the Oklahoma Department of Commerce's Main Street Program.

Yukon's week-long "Shop Small Saturday" celebration in late November/early December 2014 was recognized as a "Crowning Achievement" during the May 5th festivities. The event was among 29 so honored.

The first Yukon Main Street Christmas event was one to remember, according to Shelton.

Extended Main Street business hours, food, carolers, music, and some amazing weather made people excited to be shopping and eating in downtown Yukon again.

“During just the ‘Shop Small Saturday’, nine retail stores sold over \$30,000,” Shelton said.

For the rest of the Shop Small campaign, discounts were offered by participating merchants and the campaign ended with a Christmas open house.



Pam Shelton

“The positive experience by the businesses, the shoppers and board members made it so remarkable that everyone can’t wait to plan next year’s celebration, which is already in the process,” Shelton said.

Also honored May 5th at the State Main Street Program awards ceremony was Cherie Logan, named “Board Member of the Year” for the Yukon Main Street project.

“She truly has a love for Yukon and can tell you a lot about the people, buildings and events that are part of Yukon history,” according to a letter nominating Logan for the honor. “She is a person that people believe in and turn to, and she puts her whole heart and soul into a project.”

“She goes above and beyond what is asked and always expects nothing but the best.”

One of the first people selected to participate as a Yukon’s Best Main Street board member, Logan chairs the promotions committee as she continues to promote Yukon any chance she gets.

Logan’s State Farm Insurance agency was named this year’s Yukon Chamber of Commerce Small Business of the Year, and she is a past H.B. Frank Citizen of the Year winner.

ABOUT OKLAHOMA MAIN STREET

Yukon is among more than 60 communities that have participated in the Oklahoma Main Street Program since it began nearly 30 years ago. These communities have changed the landscape of Oklahoma’s Main Street.

The Oklahoma Main Street Center – based in the Oklahoma Department of Commerce – was established in 1986 to provide training and technical assistance for preservation-based commercial district revitalization.

Facade improvements and building rehabilitations have joined public and private dollars in the efforts to revive Oklahoma's Main Streets and enhance the image of communities across the state.

There are now 36 communities (including Yukon) that actively implement a "Four-Point Main Street Approach" to commercial district revitalization developed by the National Main Street Center. The four-point approach covers organization, promotion, design, and economic restructuring.

Yukon's Best Main Street project director is encouraged with on-going rejuvenation efforts.

"Yukon's Best Main Street had been almost 'left out' with the building of businesses on the I-40 corridor, so having this much activity and support from the Oklahoma Main Street association and the City of Yukon is promising to our future," Shelton said.